



General Services Administration (GSA)

Strategic Area 2.1: K-12 EDUCATION – STEM

Objective 2.1.a: Data, Funding and Programs – For this section, the Agency should identify grant opportunities, programs, or initiatives that benefit Hispanic students in STEM education and/or increase the participation of Hispanic students in STEM programs and education. This may include any programs that may benefit students, teachers, parents, or the general population as a whole. In addition, report on how the Agency considers and collects demographic data on the Latino population and diversity within it (e.g. ethnic and/or gender) to create relevant funding models and policies.

Strategic Activity	Timeframe	Total Population Served	Hispanic Students Served	Funding	Point of Contact	Performance Outcomes (Goals/Objectives)
Computers for Learning Program (CFL). Managed by GSA's Office of Personal Property Management, CFL facilitates transfers of excess federal computers and related peripheral equipment to schools and educational nonprofit organizations to support education for children, pre-kindergarten through grade 12. Eligibility Criteria: Schools must provide a valid National Center for Education Statistics (NCES) number to register. All educational nonprofits must primarily operate for the purpose of education, be approved,	CFL evolved as a way of implementing Executive Order 12999, Educational Technology: Ensuring Opportunity for all Children in the Next Century, which was signed by President Clinton in 1996.	N/A	N/A	N/A	Cindy Patton Cynthia.patton@gsa.gov Christopher Willet christopher.willet@gsa.gov	The CFL Program has provided approximately \$50 million (original acquisition costs) in computers and related peripheral equipment to the following eligible recipients: Schools (public, private, or parochial) serving pre-K through 12. Educational nonprofits serving pre-K through 12 students that are tax exempt under 501c of the U.S. Tax Code.



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accredited, or licensed, and upload 501c documents upon registration. http://www.gsa.gov/portal/content/101823						
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Strategic Area 2.3: K-12 EDUCATION – Family Engagement

Objective 2.3.a: Data, Funding and Programs – For this section, the Agency should identify grant opportunities, programs, and any activities or initiatives that encourage, promote, strengthen and/or support family engagement as a strategy to increase the educational attainment and academic and professional success of all students, including Hispanic students. In addition, report on how the Agency considers and collects demographic data on the Latino population and diversity within it (e.g. ethnic and/or gender) to create relevant funding models and policies.

Strategic Activity	Timeframe	Total Population Served	Hispanic Students Served	Funding	Point of Contact	Performance Outcomes (Goals/Objectives)
<p>1. GobiernoUSA.gov is the official website of the federal government in Spanish and serves all Spanish-speakers and bilingual Hispanics in the US since its creation in 2003.</p> <p>GobiernoUSA.gov is managed by GSA's Office of Citizen Services and Innovative Technologies.</p>	Ongoing	~5.2 million visits received in FY15	Almost all visitors to the website are Spanish-speaking or bilingual Hispanics looking for education and other pertinent information how to conduct	Yearly funding is approximately \$1.1 million.	<p>Laura Godfrey laura.godfrey@gsa.gov</p>	<p>Disseminate information to help Spanish-speaking Hispanics assimilate and acculturate into the US.</p> <p>Inform parents and students about education programs and opportunities available to them.</p> <p>Provide information to Spanish-speaking parents and students on school enrollment requirements to help them enter the education system in the US.</p>



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			their daily lives in the United States.			
2. GobiernoUSA.gov presence on social media channels: Facebook, Twitter, YouTube, Google+, and blog.	Ongoing	~4.8 million touchpoints in FY15	Through social media channels we answer questions directly to the public in Spanish on a wide range of topics, including education.	Funding for this program is included in the overall cost of GobiernoUSA.gov. See above.	Leilani Martínez leilani.martinez@gsa.gov	Provide information on government programs available to Hispanics and engage with the public answering their questions.

Objective 2.3.b: Communication and Outreach – This section should include information on how the Agency supports or conducts outreach and amplification on the importance of family engagement. Additionally, the Agency can report how they amplify the Administration and the Agency’s efforts to ensure family engagement is a key priority and component to student success.

Strategic Activity	Timeframe	Total Population Served	Hispanic Students Served	Funding	Point of Contact	Performance Outcomes (Goals/Objectives)
1. Participate in Latino Fair at National Council of La Raza (NCLR), the largest Hispanic advocacy organization in the US.	Yearly	>20,000 Spanish speakers and bilingual	Almost all attendees to the Family Latino Expo are	Cost for attending and exhibiting at NCLR’s	Laura Godfrey laura.godfery@gsa.gov Leilani Martinez leilani.martinez@gsa.gov	Educate the public on important government programs and services available to them. Answer direct questions about a wide range of topics with emphasis in education.



WHITE HOUSE INITIATIVE
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		general public visitors	Hispanics and the majority are Spanish speakers.	annual conference is approximately \$10,000.		Promote all OCSIT programs, especially those that have a direct link to the public such as publications and e-mail, chat and phone inquiries to get their questions answered. http://www.gsa.gov/portal/content/124174
2. Kids.gov. The website was launched in 2001 and has 4 main audiences: kids, teens (grades 6-8), parents, and teachers.	Ongoing	~3.6 million visits in FY15	No available data on how many visits are from Hispanics.	Yearly funding for Kids.gov is approximately at \$600,000.	Arlene Hernandez arlene.hernandez@gsa.gov	Provide educational resources to parents and teachers. Provide a safe place for kids to learn through age-appropriate activities and games. Highlight careers in government through engaging videos.
3.Contact Center (CC) The USA.gov Contact Center's cornerstone operation responds to public inquiries about federal government agencies, programs, benefits and services via the phone at 1-(800)-FED INFO, via email and chat through USA.gov and GobiernoUSA.gov and through a public knowledgebase of FAQs.	Ongoing The CC was established in 1966. From a network of walk-in facilities, it evolved to a centralized operation that answers e-mails and phone calls	Total volume of customers served in FY15 Phone: ~650K Email: ~55K Chat: ~35K	Total volume of Hispanics Served in FY15 Phone ~22.5K Email ~6.2K Chat ~4.8 K	Yearly, approximately \$125K is allocated to fund Spanish speaking agents to answer questions from Hispanic customers.	Tonya Beres tonya.beres@gsa.gov	The Contact Center directly answers questions, in English or in Spanish, or refers customers to other authoritative sources of information. Customers get help on the spot. The public relies on the CC for a wide range of information. Some of our most popular topics are: government grants and loans, education, taxes, social security, travel, and immigration and naturalization.



	from the public Monday through Friday from 8:00 AM to 8:00 PM.					
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Strategic Area 2.4: K-12 EDUCATION – College Access

Objective 2.4.b.: Communication and Outreach – This section should include information on how the Agency supports or conducts outreach and amplification on the importance of college enrollment, access and affordability.

Strategic Activity	Timeframe	Total Population Served	Hispanic Students Served	Funding	Point of Contact	Performance Outcomes (Goals/Objectives)
Marketing College Requirements and Financial Aid resources (FAFSA) through GobiernoUSA.gov, all its social media properties, GovDelivery and through content syndication to the media.	Yearly	>2.5 Million	100% of the audience served was Hispanic.	Included in GobiernoU SA.gov budget	Leilani Martínez Leilani.martinez@gsa.gov	Regular marketing activities to promote college enrollment. Regular marketing activities to educate parents about financial aid for higher education.



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Strategic Area 3: POSTSECONDARY EDUCATION AND WORKFORCE DEVELOPMENT/TRAINING

Objective 3.1.b: Internships and Fellowships – In this section, the Agency should identify internship and fellowship opportunities available to students, including Hispanic students. The Agency may also include if it has any partnerships with other national or regional educational or Latino organizations, such as the Congressional Hispanic Caucus Institute or Hispanic Association of Colleges and Universities to offer these opportunities in an effort to increase postsecondary education and workforce training completion.

Strategic Activity	Timeframe	Total Population Served	Hispanic Students Served	Funding	Point of Contact	Performance Outcomes (Goals/Objectives)
Emerging Leaders Program (ELP) and the legacy Financial Management Specialist Program http://www.gsa.gov/portal/content/105324	Ongoing since 1999	242	No available data on how many of these are Hispanics	N/A	Wendy Stoner wendy.stoner@gsa.gov	Participants in the ELP develop and build a broad range of managerial and technical skills, while gaining a solid understanding of GSA's business through a mix of formal classroom training and on-the-job work experience. Recent college graduates complete 3 to 6 month rotational assignments across GSA's various business lines to gain hands on experience in work related to their career track. Once participants complete the two-year program including all training, rotational assignments and program deliverables, they graduate and permanently place within one of the rotational offices.